

Attachment Z21: TDM Program

Transportation Demand Management Program for Rockville Town Center Redevelopment

The goal for FRIT project is to achieve a reduction of 100% of the single-occupancy vehicle trips by employees and residents. In order to achieve this goal, the City has designed a comprehensive program that addresses Transportation Demand Management (TDM), land use, and urban design. The program supports development of pedestrian, bicycle, transit, and carpool/vanpool facilities for accessing the Town Center activity area and other transit-oriented areas.

Transportation Demand Management

To encourage and facilitate reductions in single-occupancy vehicle trips, the City will establish a TDM Program for this redevelopment project, which will serve as a template for future redevelopments in the City. Key elements of the Rockville Town Center TDM Program will include:

- Transit subsidies for employees
- Ride-sharing programs for residents and employees, with parking preferences for carpools and vanpools
- Bicycle facilities located in or abutting parking garages, at residential properties, and in prominent locations in retail areas
- Real-time transit information at bus shelters
- A Rockville Regional Transportation Center at the Rockville Metrorail Station (with redevelopment of WMATA site)
- Reduction of trips through pedestrian and transit-oriented urban design and mixed land uses
- Financial participation by developers in the City's TDM program that will include payment of ten cents / square foot / year for ten years for commercial properties, and \$60 per year for all multi-family dwelling units (MPDUs are exempt).

Land Use

Existing land uses in Rockville Town Center will change so that suburban-style shopping areas with vast surface parking facilities will be replaced with a mixed-use activity center. This redevelopment will create an active and vibrant urban center that mitigates demand for additional auto trips. For example, there will be a town square adjacent to the library which will be a natural meeting space for civic events and will create an attractive, active pedestrian-oriented urban center that eliminates the need to drive between these places.

A compatible combination of residential, office and retail land uses in a pedestrian-friendly location will reduce walking distances and provide convenient access to transit, retail, and government facilities. Increased access to facilities will reduce a large amount of peak-hour trips generated from external sites due to the convenience and safety of mixed-use and active areas. Town Center will be a place with multiple destinations within close proximity, where the streets and sidewalks balance all forms of transportation.

Urban Design

Existing urban design in Town Center is oriented to continual increases in auto trips. Physical definitions of streets are prominent in retail areas, and pedestrian and bicycle facilities are often seen as dangerous and not inviting.

The redevelopment design establishes a street grid with pedestrian-scale blocks and pedestrian-friendly intersections within walking distance of the Metrorail. While autos will be accommodated, they will be buffered so that pedestrian and bicycle spaces are respected. On-street parking will shield pedestrians from autos, slow traffic, and provide more human-scaled local streets. All intersections in the Town Center are designed to have curb extensions to decrease distances pedestrians must travel to cross streets. This will encourage an active and lively urban atmosphere with easy access to multiple modes of transportation.

Pedestrian/Bicycle Facilities

As the City of Rockville has been requiring of all new development in the City, all sites in Town Center must be accessible by all modes in order to decrease single-occupancy vehicle trips. Bicycle and pedestrian facilities are a key element in the design of Town Center, connecting neighborhoods, transit and activity centers. Public rights of way will be designed to accommodate all modes of transportation, including 20-foot wide sidewalks for shared pedestrian and bicycle use, bicycle racks and lockers throughout Town Center.

The new Market Street will have an exclusive designated bicycle facility, and the Maryland Avenue extension will be bicycle friendly. Additional facilities will be implemented on connecting streets to create direct connections from surrounding neighborhoods.

Transit Facilities

Transit facilities will be incorporated in the Town Center design and will encourage transit use. These facilities include real-time transit information at select bus shelters, bus pull-offs conveniently located near activity centers, and additional bus shelters. Transit subsidies will encourage transit use by citizens and employees of Rockville.

Summary

Existing conditions in Town Center do not encourage the mitigation of single-occupancy vehicle trips. A multi-modal approach will be taken to minimize such trips to and from Town Center. Land use and urban design features will promote a walkable and bicycle-friendly community. A mix of commercial office, retail and restaurant, and residential uses will be designed in a grid system to provide access and connectivity to the Town Center. Decreased travel time via transit, walking, and biking will make these modes easier and more appealing. An example of this includes the Maryland Avenue (extended) project, wherein 40 of 78 feet of right-of-way from building face to building face will be used for sidewalks, tree lawns, and outdoor cafes. More public right-of-way will be used for pedestrian, bike, and transit circulation than for autos. This redevelopment aims to increase the desire and need of employees, residents, and visitors to use multiple modes of transportation and mitigate single-occupancy vehicle trips to and from Town Center.